

MCCA Barometer Quarter 3 2010
How are things looking
for the next quarter?



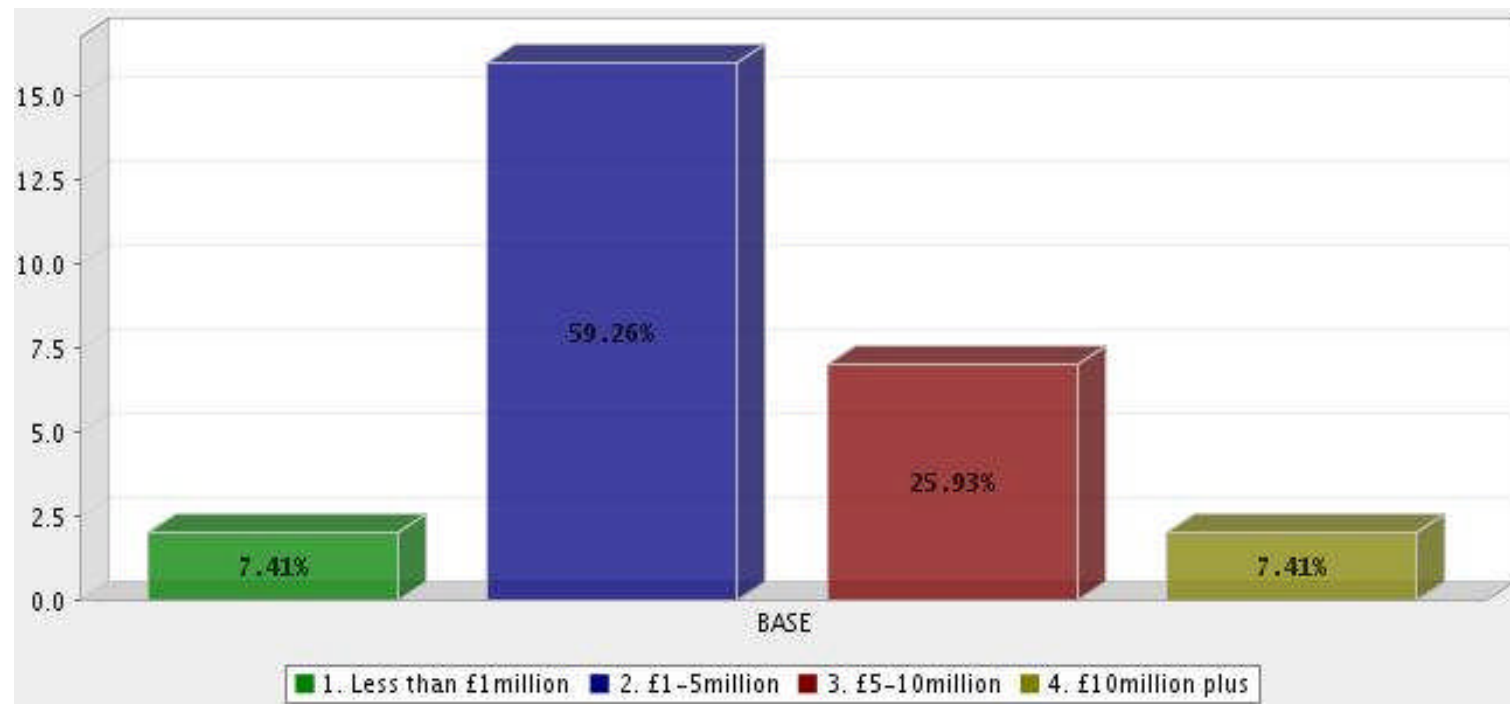
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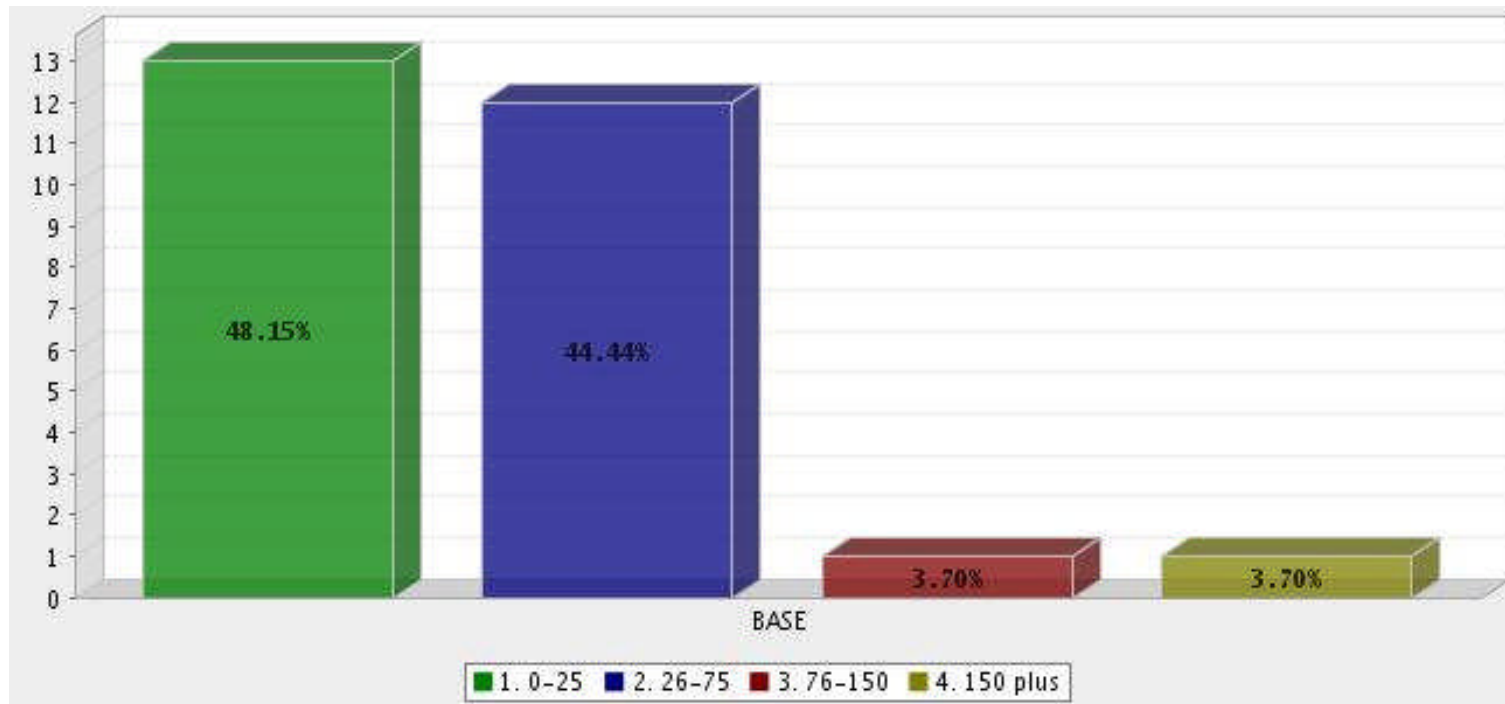
Respondents

A third of MCCA member agencies are represented by the findings in this report.

What is your agency's annual turnover?



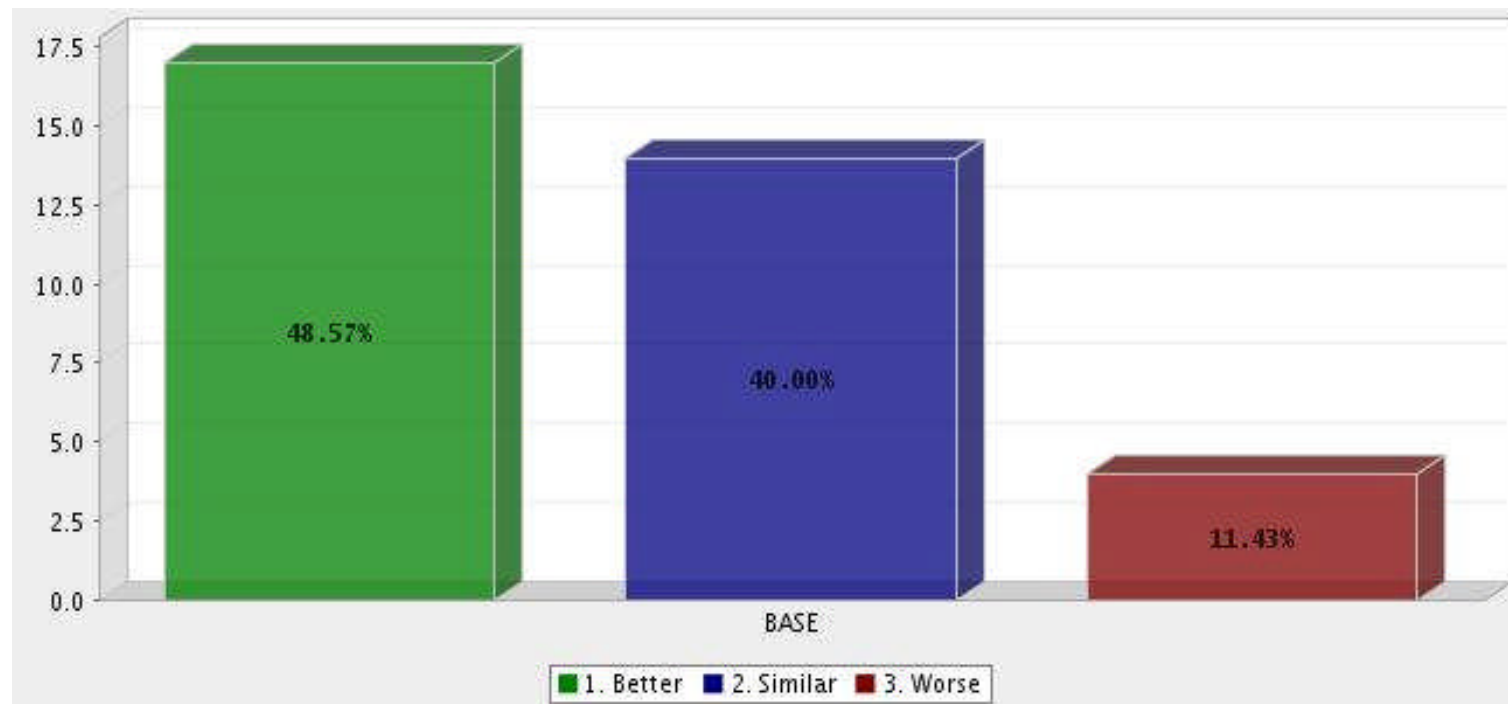
How many staff are currently employed at your agency? (at your office alone)



Results

How are budgets looking for the next quarter?
Staff plans? How is everyone feeling about this year?

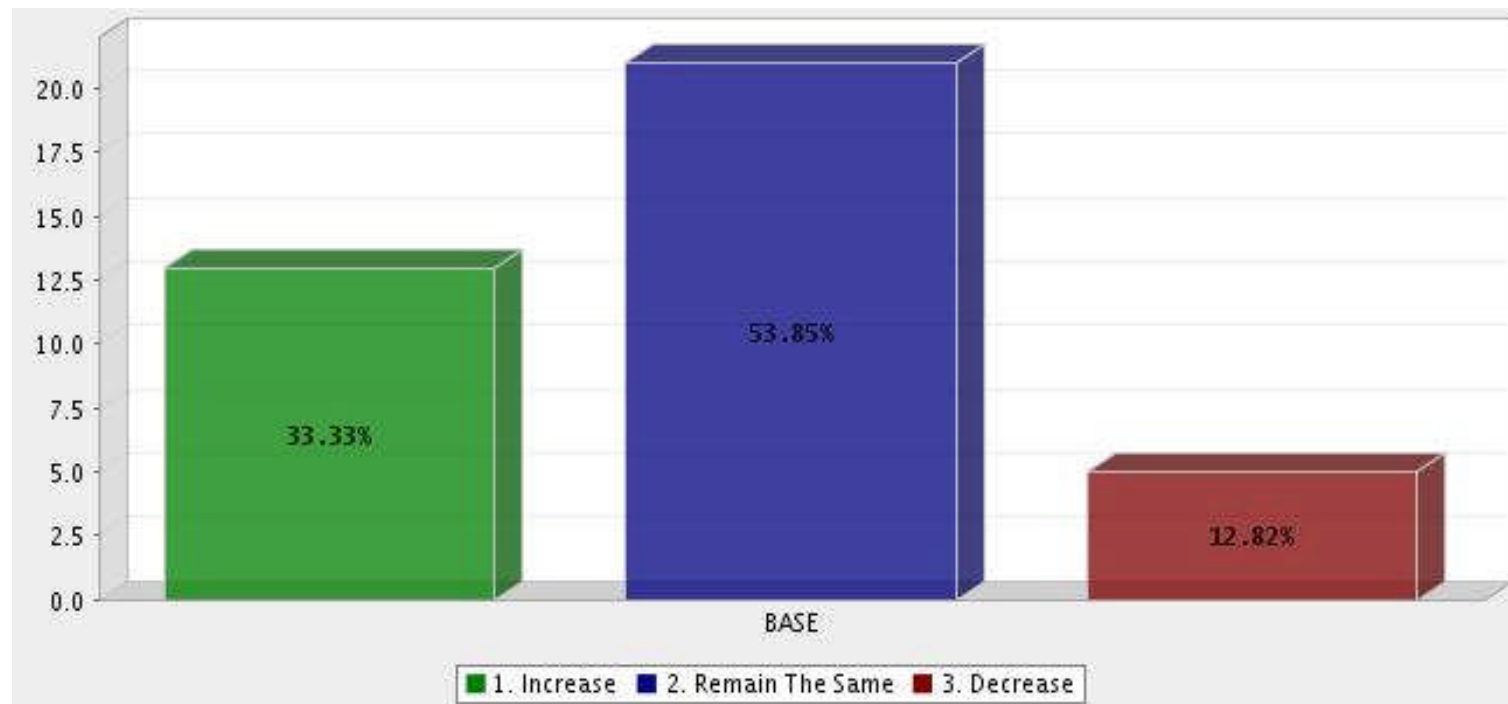
In comparison to how you expected it to, how has your agency performed in Q2?



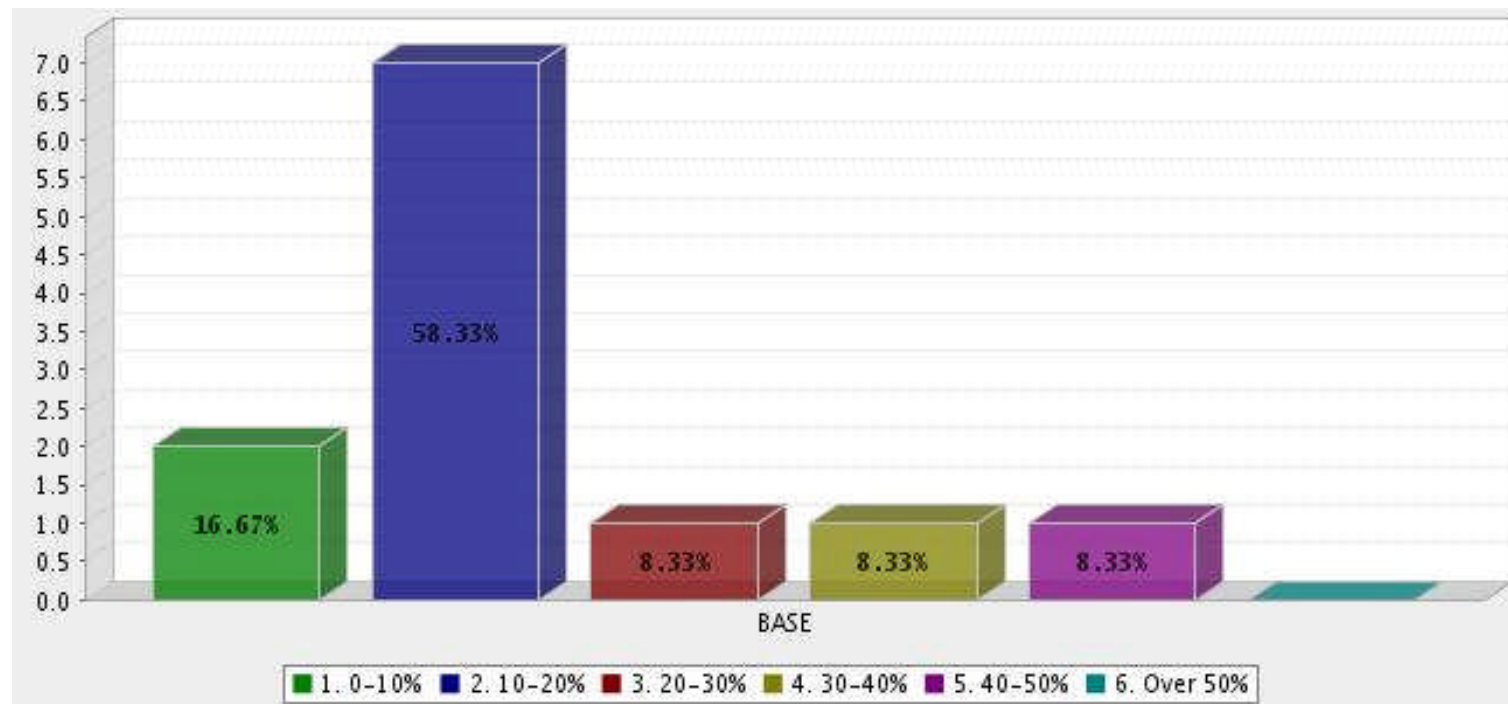
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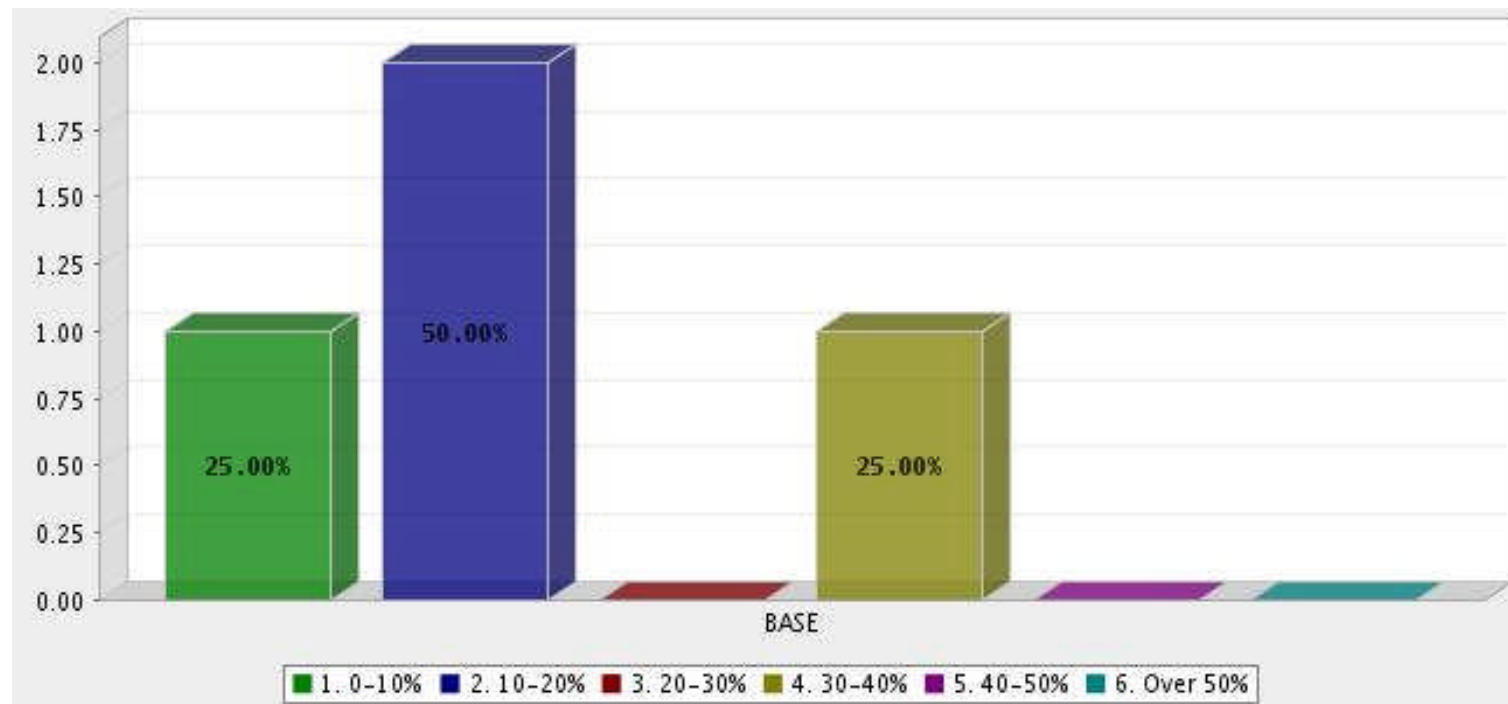
What do you expect to happen to overall client budgets being spent with your agency in Quarter 3?



Those who expected budgets to increase, by what average % do you expect them to?



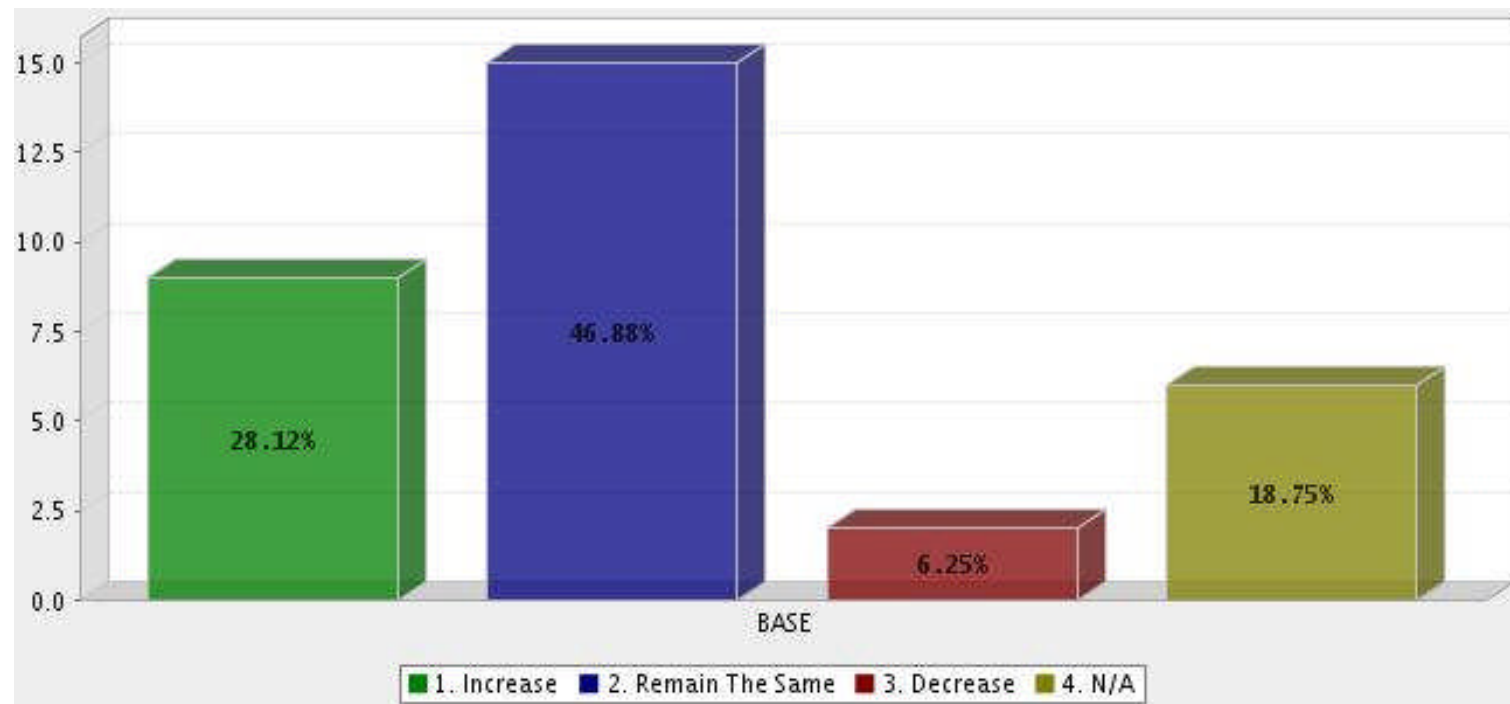
Those who expected budgets to decrease, by what average % do you expect them to decrease?



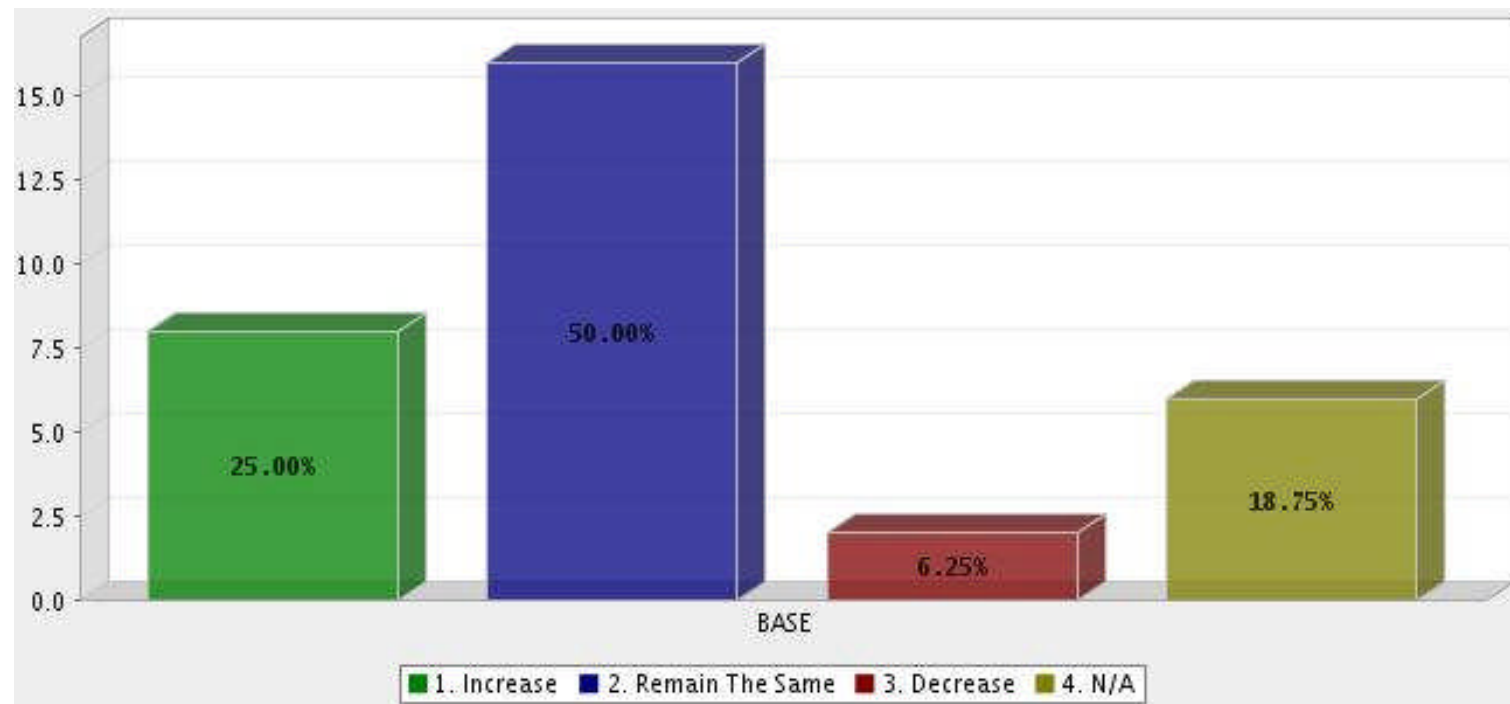
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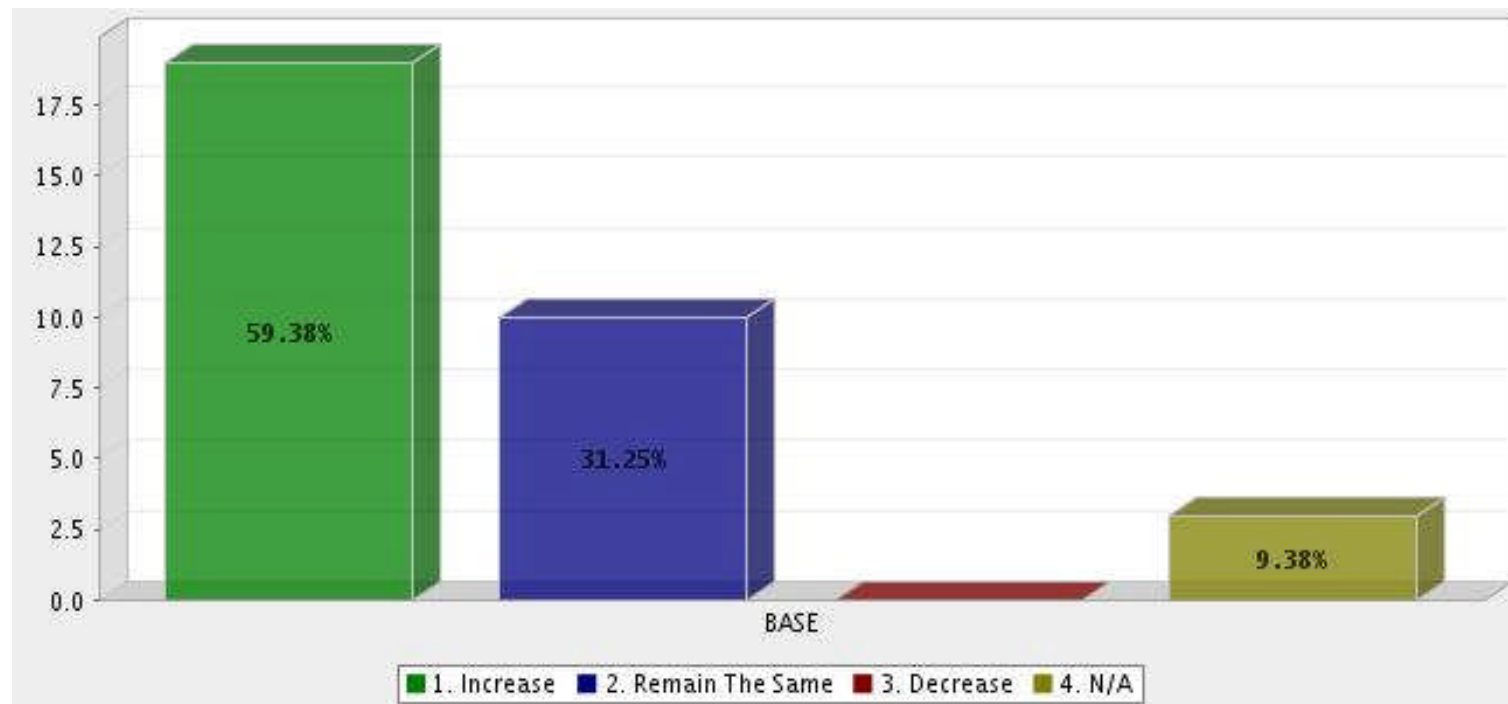
What do You Expect to Happen to Direct Marketing Budgets?



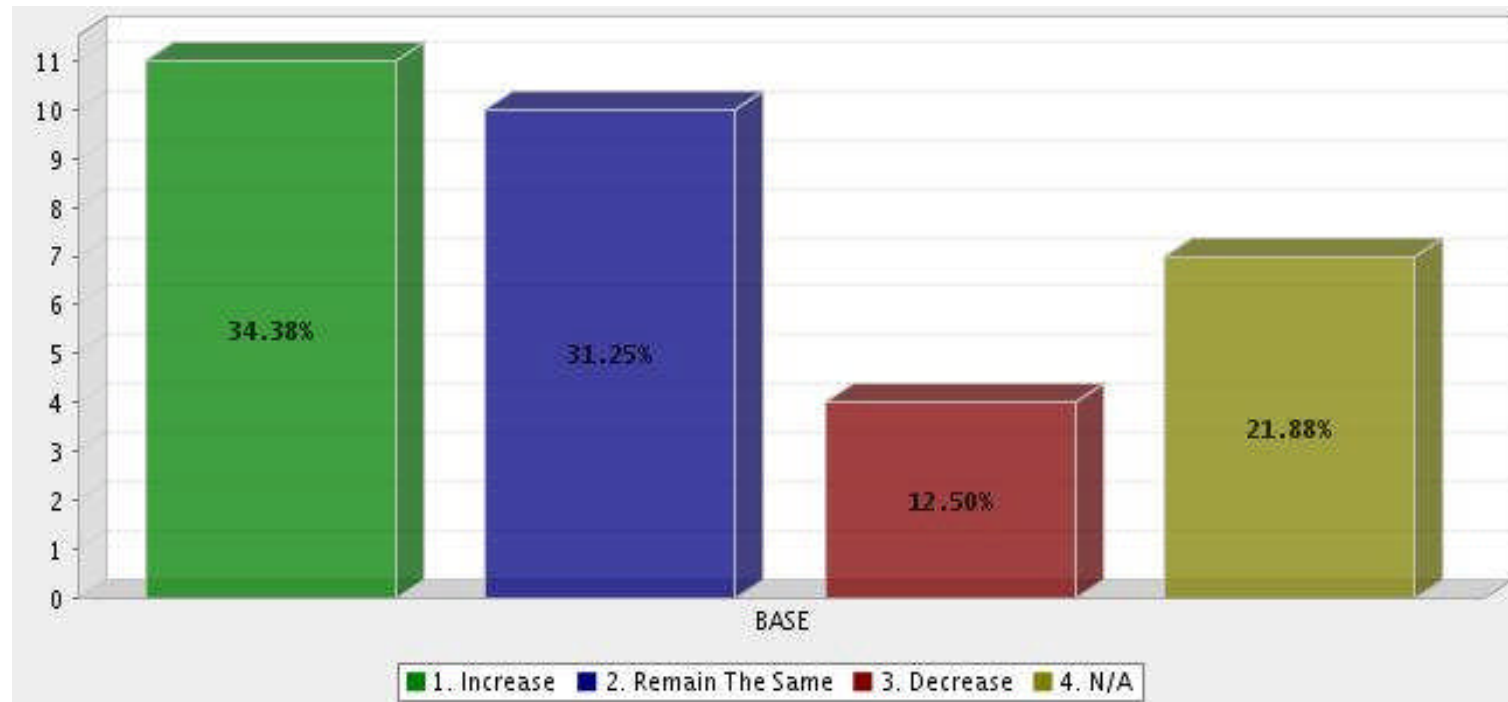
What do You Expect to Happen to Sales Promotion Budgets?



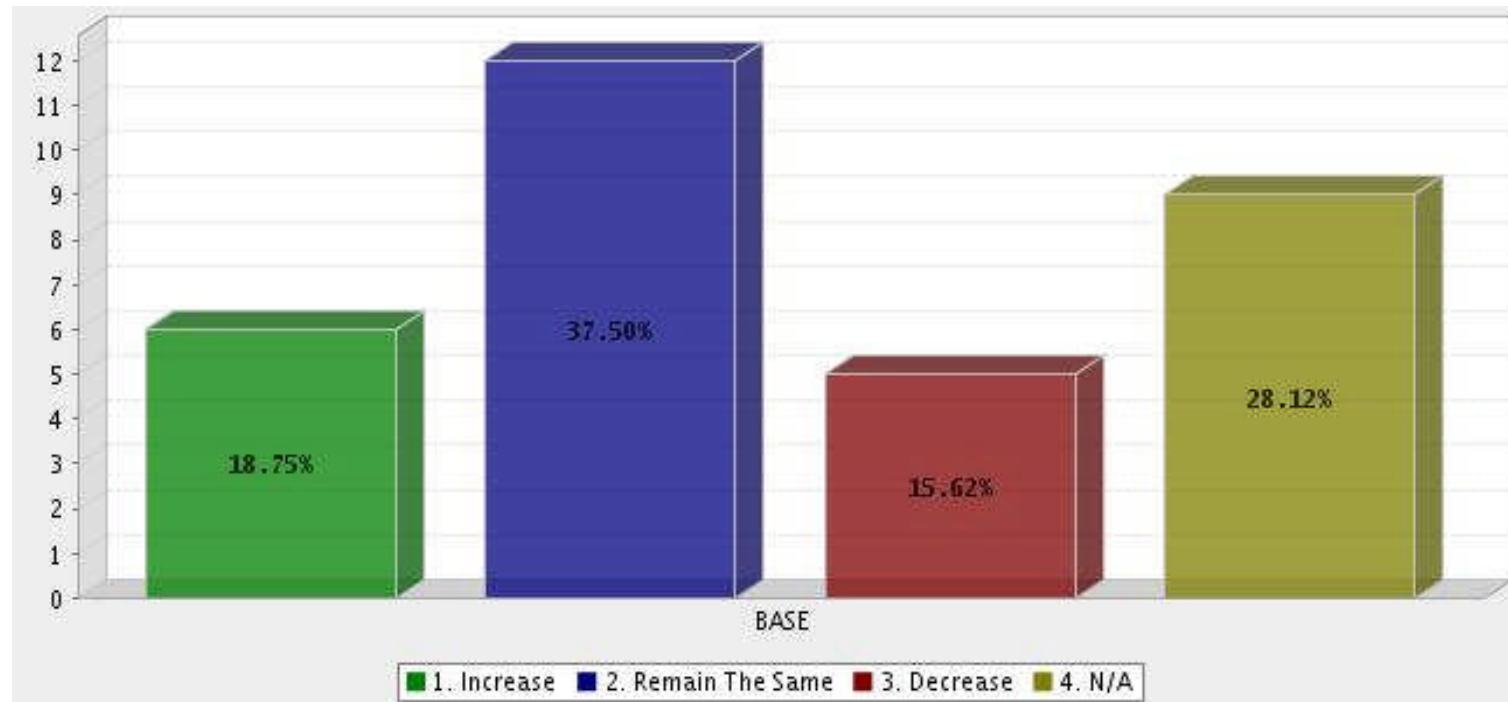
What do You Expect to Happen to Digital Budgets?



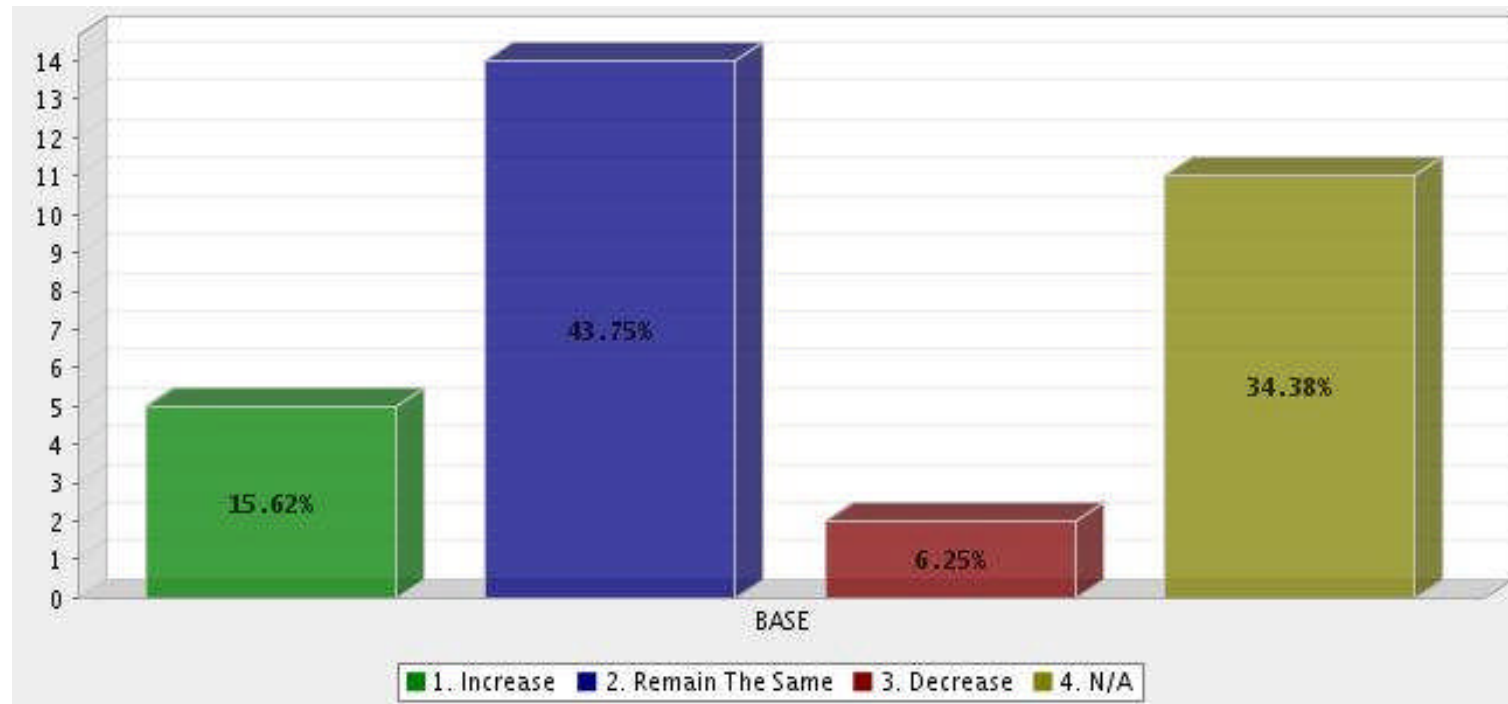
What do You Expect to Happen to Live Brand Experience Budgets?



What do You Expect to Happen to Advertising Budgets?



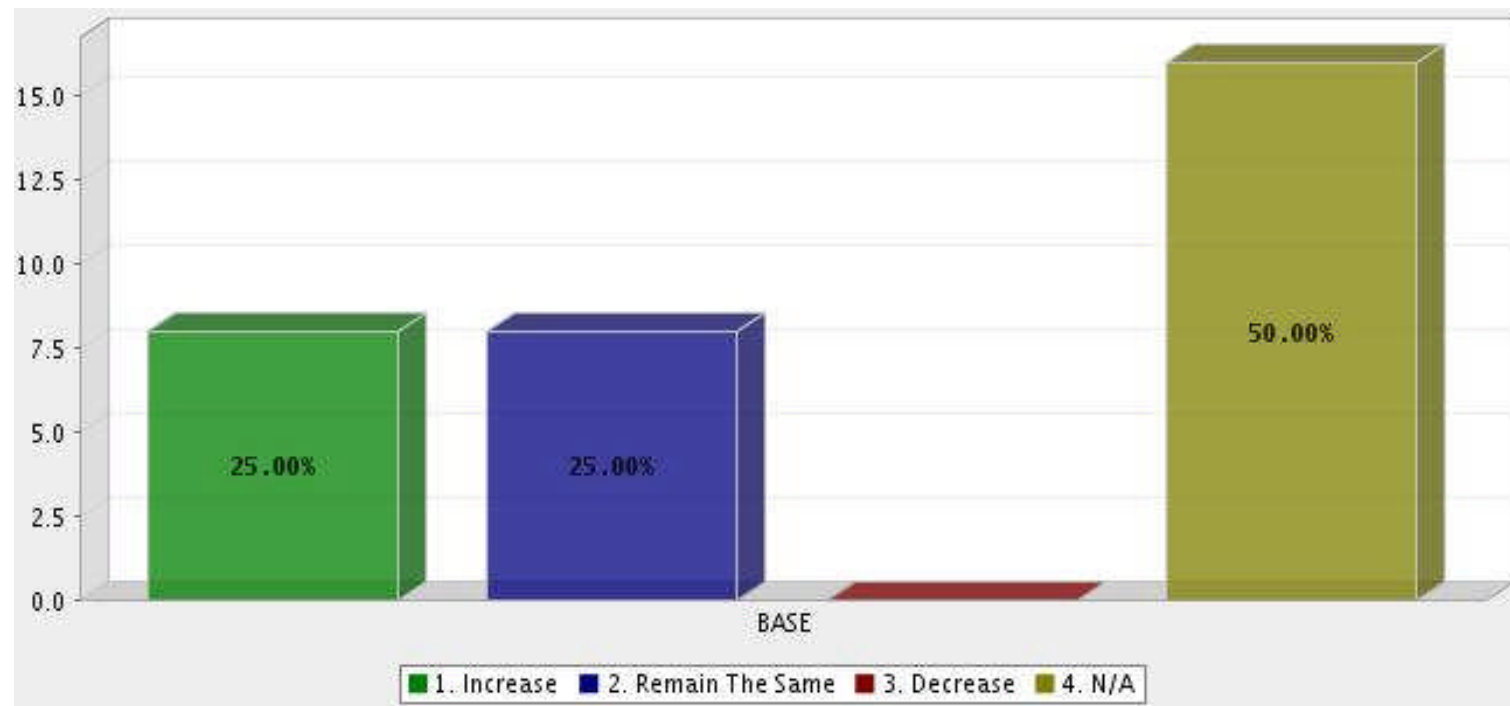
What do You Expect to Happen to Design/Branding Budgets?



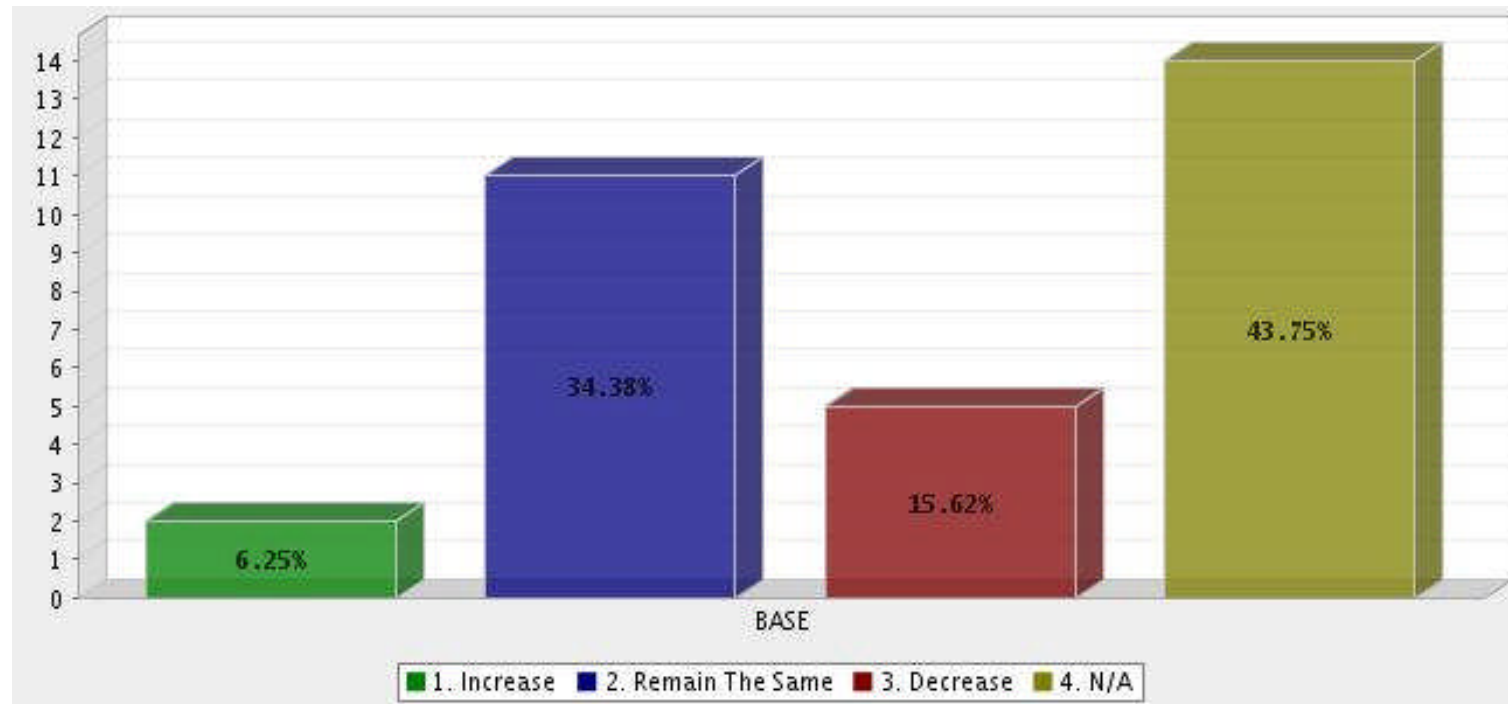
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What do You Expect to Happen to PR Budgets?



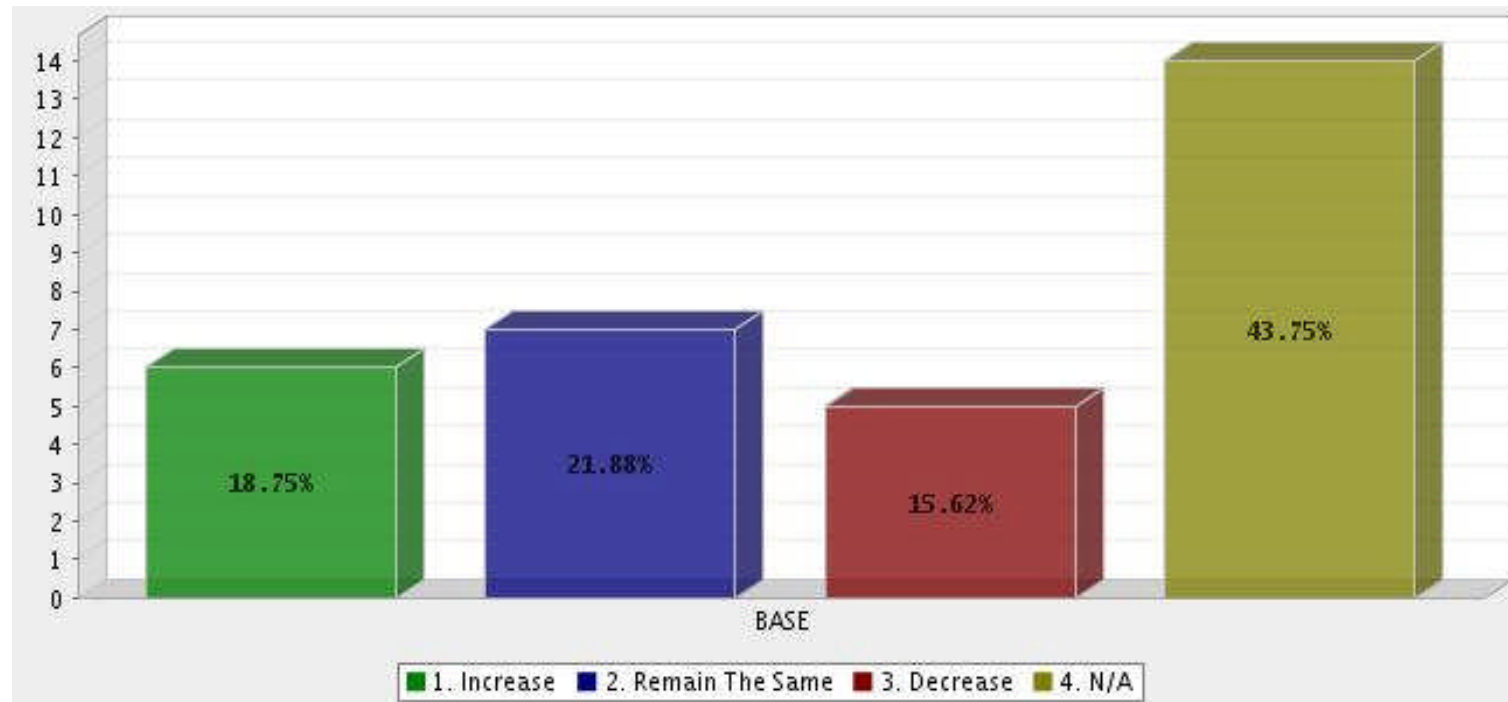
What do You Expect to Happen to Media Budgets?



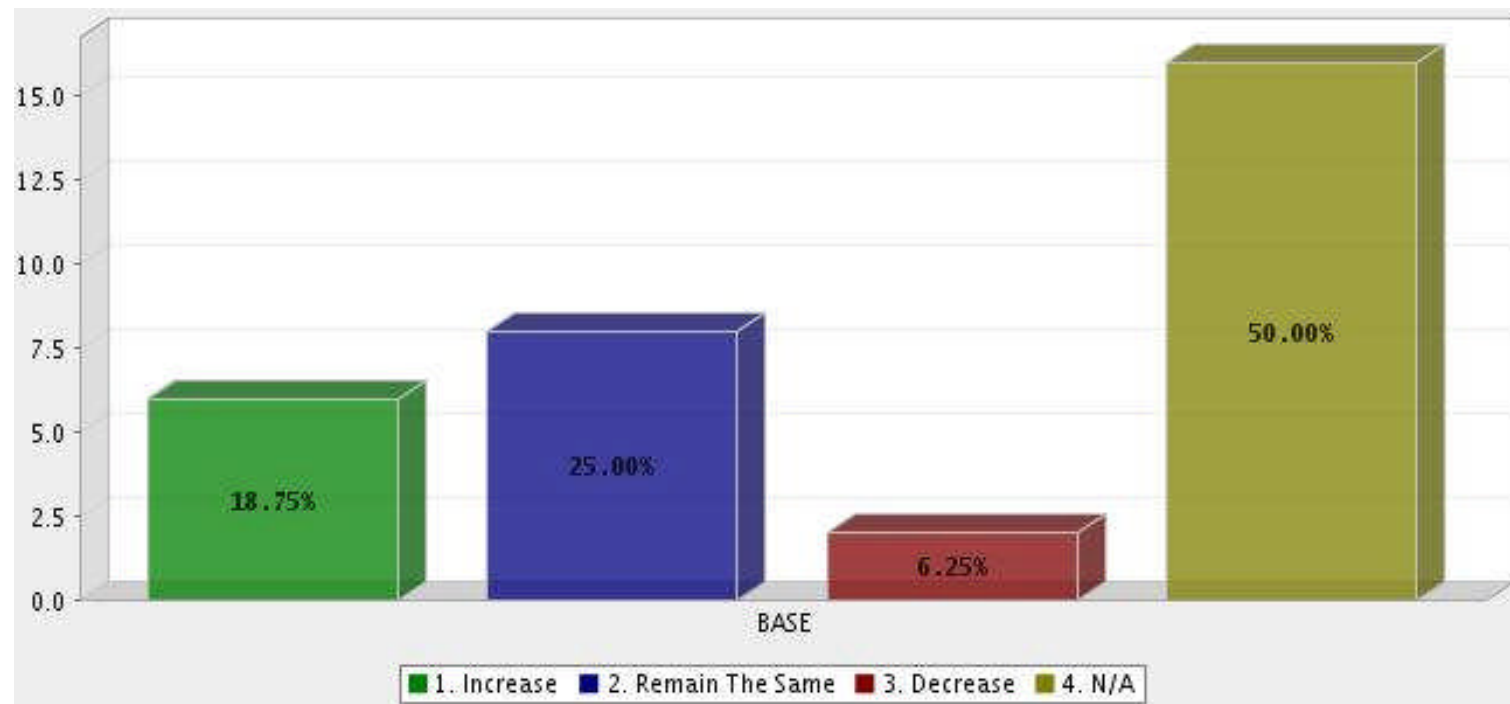
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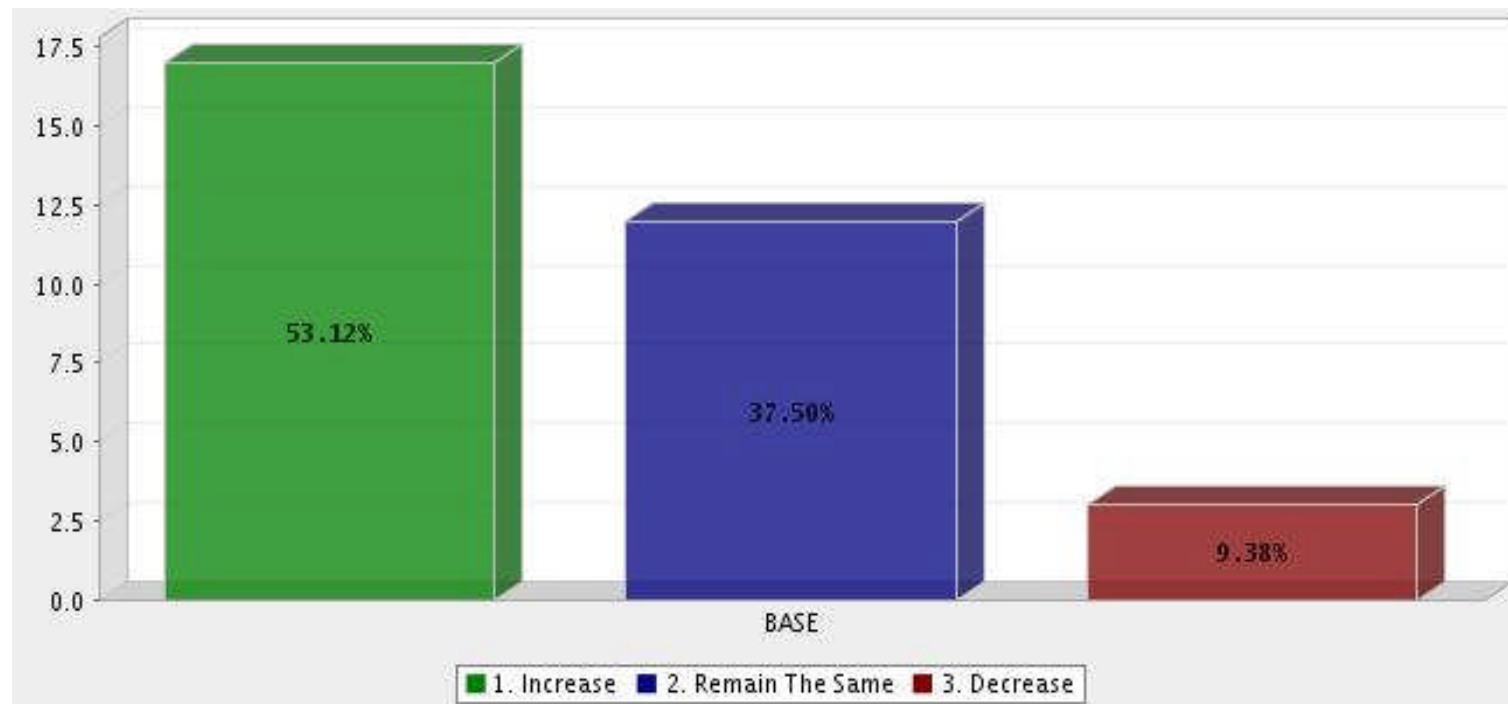
What do You Expect to Happen to Sponsorship Budgets?



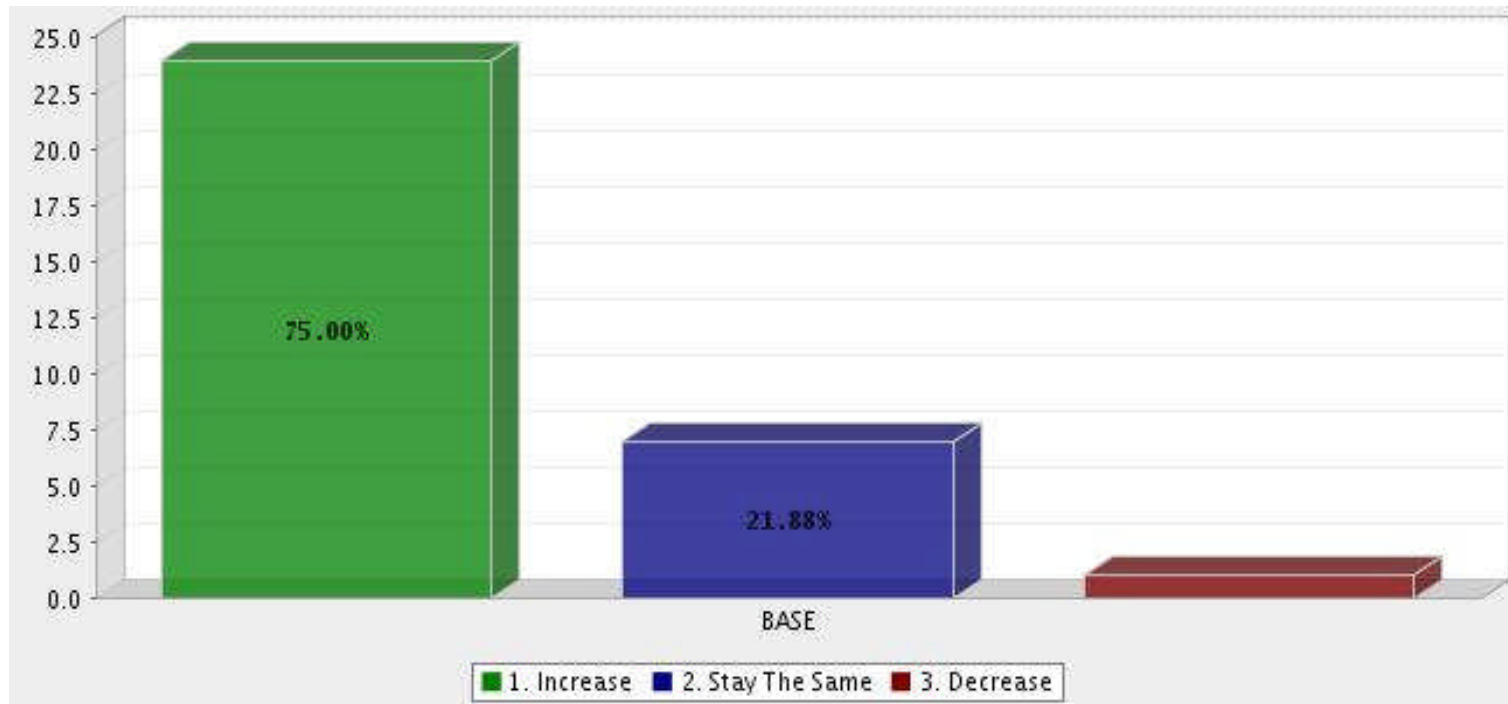
What do You Expect to Happen to Other Sources of Income?



What do you expect to happen to the numbers of staff in your agency in Quarter 3?



What do you expect to happen to the numbers of new business opportunities presented to your agency in Quarter 3?



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Finally, how optimistic do you feel about the remainder of 2010?

